



2000W Electric Chainsaw

£49.99

40cm Blade

14.5m/sec Chain Speed

Overview

Bulky and Durable Size

The chainsaw is relatively bulky yet only weighing 5.1kg. The designer did this to give the user a sense of security and make the chainsaw seem more durable. The weight being only just over 5kg means that most users can carry it with ease. Lifting it to put away for storage is easy due to the weight and short cable length. There is also a large trigger on the chainsaw allowing for a user to wear protective gloves and still easily use the chainsaw.

The safety text on the chainsaw is very small and difficult to read. A simple improvement that could be made is to increase the size of the text on the warning.

Balanced Feel

Centre of gravity of the chainsaw is behind the main hand hold allowing it to be carried with one hand. This helps the user to carry the chainsaw.

Greyscale with Highlights

The grey scale colours allow the safety critical parts to stand out more. The cable and trigger are bright orange so they can easily be seen along with the bright yellow warning stickers.

Packaging at first glance

The packaging does not state that oil is needed and not included. If the packaging states this the user could buy it along with the chainsaw to save trips.

The packaging is very compact allowing it to be easily stacked in shops or in the boot of the user's car. It also has very limited details on the outside, only giving general specifications.

Safety the key to performance

The Chainsaw comes with the chain not installed. It is safely stored separately to prevent damage in transporting the chainsaw. There is an easy set guide to follow for installation and tightening of chain.



The designer has put the key information in a bright orange colour to make it stand out and easy to understand

2 Year guarantee symbol on the packaging encourages the user to buy it as their purchase is protected.

Targeted user

The typical user of the TITAN chainsaw would be a homeowner who is working on some domestic gardening doing light to medium-duty cutting tasks. For example, chopping up small garden trees or firewood.

The safety break is disengaged when opening the product. The steps on how to engage it appear only in the user manual. The mentioning of the Chain break start on page 26 in the 'in more detail' section of the user manual after the checking section.

There is a moulding line along the main handle suggesting that the chainsaw is a high-volume manufacture.

The Lock-Off safety button is a heavy push to ensure that the user doesn't accidentally release the trigger and start the chainsaw. It also prevents any inexperienced users using the chainsaw such as children of the user.

The motor on the TITAN chainsaw sticks out the side rather than sitting in the middle. The designer could have chosen to do this to balance the weight of the chainsaw ensuring the weight is evenly distributed between both hands.

Reviews



There are over 2000 reviews of the TITAN chainsaw. Most of these reviews are from first time chainsaw users.

Pros: It is easy to set up and use the chainsaw for small jobs. It is also very affordable.

Cons: It is mentioned several times that it is not the most durable as tightening the chain wears away at the plastic parts.

The reviews also remind other customers to buy chain oil as the packaging doesn't.

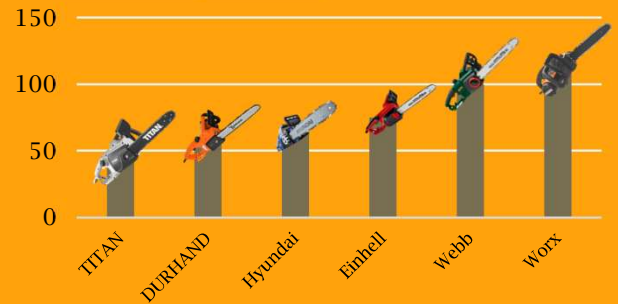


Who is TITAN

TITAN is a Screwfix owned tool brand whose design teams aim to create products that are durable and affordable for domestic and onsite use. TITAN products are only sold through Screwfix allowing them to limit the number of competitors being shown. The designers at TITAN have branded all their products in a greyscale/black with orange highlights on key features of their tools. This encourages users to buy more from their product range as it would create informality in their sheds/workspace.

Cost Competition

■ Price (£)



Domestic vs Professional



The chain lubricant tank on the TITAN Chainsaw is translucent. This allows the user to easily see how much lubricant is left. Comparing this to the professional STIHL chainsaw which is hidden.

The safety lock on the TITAN chainsaw is on the side of the handle out of the way where as the STIHL is an easily pressed button on the back of the handle. This could be to ensure the user of the TITAN doesn't accidentally press the lock-off.

The STIHL chainsaw weighs only 5.4kg compared to the TITAN's 5.1kg. This shows the manufacturers of the STIHL have put a lot more time into lightweighting the device. STIHL Users would be needing to carry the chainsaw up trees for tree surgeries hence the need for a lightweight design.

The STIHL Chainsaw can be gripped by right/left-handed people given the over-the-top design of the handle. Unlike the TITAN which is catered towards right-handed users. The designers might have done this as most of the population is right-handed and it is cheaper to pick a single hand.

Why go electric?

For smaller household jobs an electric chainsaw is the dominant choice over its motor counterpart. Electric chainsaws are more affordable, safer to use, easier to use, quieter and more environmentally friendly.

Improvements

When the chainsaw is brought the safety chain brake is in a disengaged position. An improvement I would suggest is having an indicator showing if the brake is engaged.

Including a label on the packaging stating that no oil is provided will allow the user to purchase it whilst at the shop buying the chainsaw.

A small indicator coloured sticker could be added to show when the chain break is engaged



Online Presence

Being a screw fix branded product. On their website they do not offer any alternatives close to the price, the next cheapest being £60 more expensive. They also only offer the titan branded chainsaw through screw fix. When looking on other outdoor tool websites such as B&Q there are similar priced alternatives.